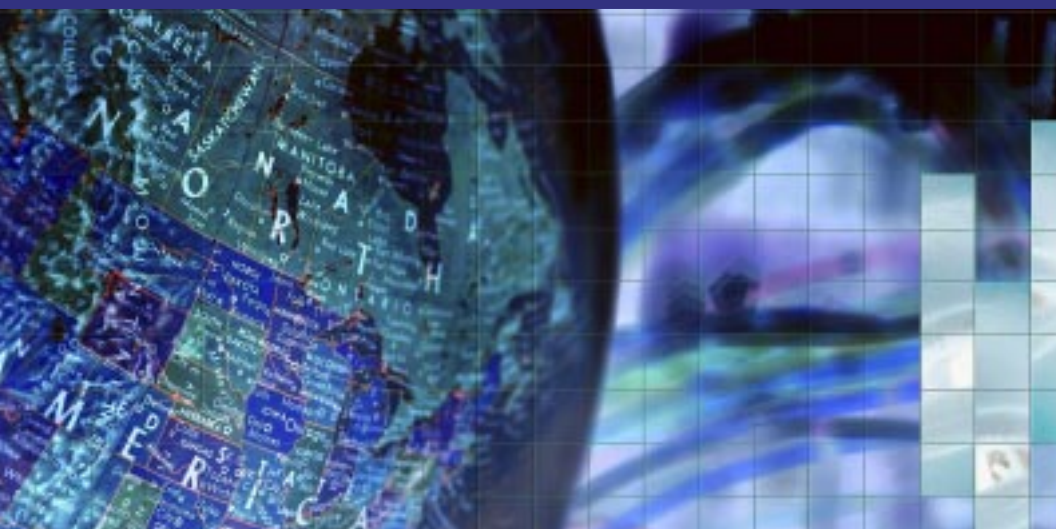




20th Annual Executive Seminar Series on International Trade

Massachusetts Small Business Development Center Network
and
Massachusetts Export Center

present



Spring 2010
Partners for Trade
Seminar and Registration Guide

In Collaboration With
U.S. Small Business Administration
Massachusetts Department of Business Development
University of Massachusetts Amherst, Isenberg School of Management
MassDevelopment
Massachusetts Office of International Trade & Investment
U.S. Department of Commerce



Deval L. Patrick
Massachusetts Governor

*The Massachusetts Export
Center is committed to helping
the state's businesses succeed
in today's global marketplace.*

*The world is your market.
Take the next step.
Join us as a partner for trade.*



Robert H. Nelson
SBA District Director

Register for seminars online at www.mass.gov/export

Preregistration is required for all seminars and payment must accompany registration form. Confirmations will not be sent — please mark your calendar!

Cancellation/Refund Policy: Cancellations received at least 48 hours prior to the seminar will be entitled to a refund. Cancellations must either be emailed to cornwell@msbdc.umass.edu or called into 413-545-6309. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program.

Discount Pricing: Seminars are offered at a nominal fee; therefore, we do not offer discount pricing.

Seminar materials are for attendees only.

Series Payment: To qualify for series pricing, all sessions must be paid prior to the first class; otherwise, the higher individual prices prevail.

Walk-Ins: There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar.

Payment is due with your registration. We accept cash and personal and company checks. Sorry, we do not accept purchase orders, nor do we invoice participants.

No Shows: Due to the costs we incur as a result of people who sign up for seminars and do not attend, effective immediately, the MSBDC will bill unpaid registrants for the full cost of the seminar unless cancelled by noon the day prior to the event.

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*Although accurate at press time, seminars may be added, rescheduled or cancelled.
To confirm dates, please visit our website at www.mass.gov/export.*

Program Descriptions

Essentials of Export Controls: Lessons Learned for Compliance

U.S. businesses and individuals are subject to an increasingly complex array of regulatory controls on the export of their products, services and technical data. Recent significant increases in penalty amounts have sharpened the ability of export enforcement agencies to target wrongdoers. These developments coincide with a dramatic increase in investigative and enforcement activity involving businesses of every size.

During this program, you will be provided with cutting edge information designed to forestall enforcement activities against your business, including the following:

- Overview of the Export Administration Regulations, International Traffic in Arms Regulations, Antiboycott Regulations, the Foreign Corrupt Practices Act, and how each regulatory regime impacts both your domestic and foreign activities.
 - Methods for determining which regulatory regime applies to your current or anticipated business activities, and steps for ensuring compliance.
 - Key ingredients of an effective security and compliance program
 - Recent enforcement trends and lessons learned from recent enforcement actions
 - Best practices tips
- Kerry Scarlott, Esquire, Director — Goulston & Storrs

Date: Wednesday, May 19, 2010

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 noon

Location: Advanced Technology & Manufacturing Center, Fall River

Cost: \$55 includes seminar materials and continental breakfast. A special discounted price of \$40 is available for members of the Compliance Alliance.



Export Classification and Shipping Under Free Trade Agreements

Over the past several years, the U.S. has negotiated new free trade agreements with a number of partners, providing unprecedented duty-free access for American firms in many countries throughout the world. In addition to agreements with Canada and Mexico (NAFTA), and Israel, there are now several other agreements including Central America and the Dominican Republic (CAFTA-DR), Jordan, Singapore, Australia, Chile, Morocco and others. To take advantage of the duty preferences afforded under any free trade agreement, exporters must undergo an entire process of analysis and documentation, while ensuring ongoing compliance with the rules and terms of the free trade agreement.

This hands-on seminar will provide an overview of the Harmonized Tariff Schedule (HTS) and will walk the participants through the process of tariff classification, including the General Rules of Interpretation. The seminar will also review the origin determination process under free trade agreements, including rules of origin, preference criteria, tariff shifts, regional value content and more. The seminar will also review documentation and customs clearance procedures under free trade agreements. The different documentary requirements for each free trade agreement will be discussed.

- Michael Jeannotte, Export Manager — Expeditors International
- Stephen Leahy, Principal — Law Offices of Stephen J. Leahy

Date: Thursday, May 6, 2010

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 3:00 p.m.

Location: Marriott Hotel, Quincy

Cost: \$95 includes continental breakfast, lunch and seminar materials. A special discounted price of \$75 is available for members of the Compliance Alliance.



Export Documentation and Valuation



Have you ever been unsure about what value to declare on your commercial invoice or export declaration? Are you sometimes uncertain when completing export documentation? Are you unclear on how to value and document export shipments for repair, returns or warranties?

Even for experienced exporters, documentary requirements for international trade can be a confusing and ever-changing tangle of papers, forms and regulations. In today's heightened regulatory trade environment, errors on export valuation and documentation can lead to penalties, customs problems and shipping delays.

Join us for this hands-on, practical program which will walk participants through the process of completing major export documents, such as AES, Certificates of Origin, Commercial Invoices and others. The seminar will also focus on correctly documenting the value of export shipments, including special cases such as warranty or repair shipments. Finally, the seminar will provide guidance on proper usage of INCOTERMS. Participants are encouraged to bring real-world examples and plenty of questions!

- Robert Gresham, Manager International — DB Schenker

Date: Tuesday, May 11, 2010

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 1:00 p.m.

Location: Pioneer Valley Planning Commission, 2nd Floor Conference Room, Springfield

Cost: \$50 includes continental breakfast and seminar materials

Export Finance Roundtable



Do you need export financing or working capital for export operations? Don't miss this unique opportunity to speak with representatives of the Small Business Administration and MassDevelopment about the various government programs designed to help your company finance its export transactions and provide it with the capital necessary to grow its export operations. This roundtable will discuss numerous financing resources for U.S. exporters. Included will be information on tools such as export credit insurance that can help exporters to assess and mitigate the risks associated with selling internationally. The program will also feature information on various methods of payment that can help mitigate export credit risk.

- Eric Hunter, Vice President — MassDevelopment

continued next page

- John Joyce, Regional Manager, U.S. Export Assistance Center — U.S. Small Business Administration
- Tom Wolcott, Vice President of Commercial Lending — Bank of Western Massachusetts

Date: Tuesday, April 20, 2010

Time: Registration 8:30 a.m.; Program 9:00 - 11:00 a.m.

Location: Pioneer Valley Planning Commission, Conference Room 1A, Springfield

Cost: No Charge

Export Licensing under ITAR



Ever-increasing numbers of exporters find themselves subject to the International Traffic

in Arms Regulations (ITAR), a complex set of export controls administered and enforced by the State Department. The ITAR affects companies that manufacture and/or export defense-related goods or services as well as companies that export commercial products specifically designed, developed, configured or modified for use in defense-related applications.

Because of the onerous and lengthy nature of the ITAR license approval process, ITAR exporters must possess a clear understanding of licensing procedures while providing targeted, complete information to avoid delays. This seminar will review the full range of license types and uses under ITAR covering exports, imports, temporary exports and imports, license amendments and more. The seminar will also review the different types of ITAR agreements and license exemptions. The seminar will provide guidance on specific information and documentary requirements needed for different ITAR licenses and agreements, and will also review D-Trade, the State Department's automated licensing system. Participants will walk away with practical information and tips on effectively managing the ITAR license application process while minimizing delays and confusion.

- Jonathan Epstein, Partner — Holland + Knight LLP
- Lisa Kester, Trade Compliance Manager — M/A-COM Technology Solutions, Inc.

Date: Wednesday, June 23, 2010

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 12:00 noon

Location: Holland + Knight LLP, Boston

Cost: \$75 includes breakfast, lunch and seminar materials (does not include parking). A special discounted price of \$50 is available for members of the Compliance Alliance.



TSA Certified Cargo Screening Program

What Are You Doing to Meet 100% Screening Deadline?



As of August 2010, the Transportation Security Administration (TSA) will require 100% screening of all cargo on passenger aircraft. This will dramatically affect the processing and efficiency of air cargo exports. Several challenges are expected to create a bottleneck as export shipments are processed.

Will your forwarder, carrier or airport be ready for the deluge of parcels requiring inspection? Will you be at the front of the line or the end of the line when handing off cargo to carriers? Do you want to control the screening of your cargo?

TSA's Certified Cargo Screening Program (CCSP) is a voluntary program that will provide maximum control for shippers as they process their air cargo shipments. The CCSP entails development and implementation of procedures and policies for shippers to self-screen and prevent unauthorized access to their cargo. CCSP shippers will enjoy fast-track access for their cargo at carrier facilities and will avoid the backlogs and delays anticipated once the 100% cargo screening requirements go into effect. CCSP shippers will also eliminate the possibility of having their cargo opened at forwarder or carrier facilities. C-TPAT certified companies already possess many of the CCSP requirements!

This seminar, which includes Sensitive Security Information (SSI), will explain in detail the Certified Cargo Screening Program (CCSP) and how this program may have a significant impact on your company's global supply chain operations. We hope that this program will help you to make an informed decision as to how your company should address cargo screening and its associated risks and benefits. We encourage questions and dialogue at all times.

- Akmal Ali, J.D. — Office of Safety Act Implementation, Science & Technology Directorate, Department of Homeland Security
- Douglas Brittin, Air Cargo Manager — U.S. Department of Homeland Security, Transportation Security Administration

- Douglas Foster, Assistant Branch Chief, Certified Cargo Screening Program — U.S. Department of Homeland Security, Transportation Security Administration
- Brandon Fried, Executive Director — Airforwarders Association
- Yvette Jamison, Principal Cargo Security Analyst — U.S. Department of Homeland Security, Transportation Security Administration
- Gary Lupinacci, Assistant Branch Chief, Certified Cargo Screening Program — U.S. Department of Homeland Security, Transportation Security Administration
- Varrick Smith, Technology Program Manager, Air Cargo — U.S. Department of Homeland Security, Transportation Security Administration
- Harvey Waite, Vice President — Oceanair, Inc.

Seminar Security Note:

All companies attending must be "Known Shippers" as listed in the TSA database. All attendees must be a U.S. Citizen or Alien Resident and must present government-issued photo identification for admittance (driver's license, passport, green card, military ID). Registrants will be forwarded a Sensitive Security Information guide before the program, which must be read. When you register at the seminar, you must indicate in writing that you have read and understand the Sensitive Security Guidelines. Note: Freight forwarders do not meet the TSA known shipper requirement for attendance. If you have questions, please contact Harvey Waite at Oceanair at 617-335-7790.

Date: Thursday, March 25, 2010

Time: Registration 10:30 a.m.; Program 11:00 a.m. - 4:00 p.m.

Location: Radisson Hotel, Boston

Cost: \$95 includes lunch and seminar materials. A special discounted price of \$85 is available for members of the Compliance Alliance.



Certified Global Business Professional Series

Corporate Sponsors:



The NASBITE Certified Global Business Professional designation (CGBP) is the only nationally-recognized professional credential that demonstrates an individual's competency in international business. This comprehensive seminar series is specifically designed to help individuals prepare for the CGBP exam while providing practical, real-world information on all aspects of international business. Participants who complete the entire series will receive a certificate of completion issued by the Massachusetts Export Center.

One week following the conclusion of the series, individuals will have an opportunity to take the CGBP exam in Boston. Individuals passing the exam will receive the CGBP designation and may use the credential logo and wordmark on resumes, business cards and other collateral identifying them to the public as individuals proficient in global commerce. Space is very limited, so early registration is strongly encouraged!

International Sales, Marketing and Global Business Management (May 14)

This session will cover global risk assessment; global business plan development; international market research methodologies and strategies; overseas market evaluation and selection; methods of market entry; development of international marketing strategies; working with overseas sales and distribution partners; international intellectual property protection; international contract law and dispute resolution.

- Gil Breiman, Partner — Burns & Levinson, LLP
- Jerry Cohen, Partner — Burns & Levinson, LLP
- Oscar Lazaro, Principal — Lazaro Consulting
- Edward Merguerian, International Trade Specialist — U.S. Department of Commerce, Commercial Service
- Paula Murphy, Director — Massachusetts Export Center

Global Supply Chain and Logistics Management (May 21)

This session will cover the Harmonized Tariff Schedule and global trade product classifications; global trade documentation; AES; shipping under free trade agreements; tariffs, tariff calculations and non-tariff barriers; duty drawback; customs brokers, freight forwarders, 3PLs and other service providers; Incoterms; landed cost calculations; carnets; transportation modes and costs; export packing; cargo insurance principles; export regulatory compliance and supply chain security; international product certifications and standards.

- Rick Bridges, Vice President — Roanoke Trade Services
- Paula Murphy, Director — Massachusetts Export Center
- Robert Osburn, Business Development Manager — DHL Global Forwarding
- Roland Shrull, Partner — Middleton & Shrull



Co-Sponsored by:



Dates: Three Fridays: May 14, 21 and June 4; Exam Study Group (optional): June 11; NASBITE Exam: June 12, 2010

Time: Registration 8:30 a.m.; Program 9:00 a.m. - 4:00 p.m.

Location: TD Bank, Burlington

Cost: \$450 for the entire series or \$175 per individual session includes breakfast, lunch & seminar materials (does not include parking or exam fees)

Note: Eligible candidates for the NASBITE CGBP credential must have completed at least two years of college-level classes OR worked in the international trade field for at least two years. Even individuals with existing international trade experience will benefit from supplemental studying in areas to which they do not have day-to-day exposure. This series is not recommended for those without some international trade experience, and is not intended to be the sole means of preparation for the CGBP exam.

Global Trade Finance and Banking & Exam Review (June 4)

This session will cover foreign commercial and political risk assessment; foreign partner credit analysis techniques; methods of international payment, including letters of credit, documentary collections and other payment instruments; foreign exchange risk mitigating techniques; export quotations and pro forma invoices; export credit insurance; and export financing. This session will also feature a CGBP exam review and include a discussion on test preparation strategies.

- Eric Hunter, Vice President — MassDevelopment
- John Joyce, Regional Manager, U.S. Export Assistance Center — U.S. Small Business Administration
- Joseph Mooney, Senior Vice President, Global Trade Finance — TD Bank
- Mary Shea, Special Agent — Coface North America

CGBP Exam Study Group (June 11)

The Massachusetts Export Center will host an optional all-day open house for interested CGBP program participants to review the exam content. Additionally, the Export Center's trade specialists will be available to review any specific areas of concern on a one-on-one basis. This session is open only to attendees of the Export Center's CGBP seminar series who will be taking the national exam on June 12. Preregistration is required. *Please note that this session will take place at the Massachusetts Export Center's office in Boston at the State Transportation Building.*

NASBITE CGBP Exam (June 12)

Individuals passing the NASBITE CGBP exam will receive the CGBP designation and may use the credential logo and wordmark. Individuals must register for the exam in advance directly with NASBITE. The registration fee is \$50 and the exam fee is \$295, and is not included in the Massachusetts Export Center seminar fee. To register for the exam, visit www.nasbitecgbp.org.

Massachusetts Export Center Compliance Alliance



The Massachusetts Export Center is pleased to introduce the **Compliance Alliance**, a special initiative designed to help the state's businesses enhance their export compliance and global trade competitiveness. The Compliance Alliance provides a forum for exporting firms to network, share best practices and stay current on export regulatory compliance issues. Member activities and benefits include:

- **Networking Briefings:** Periodic member-only briefings that address a variety of compliance issues and provide an opportunity for exporters to network and share best practices with one another. Exporter members of the Compliance Alliance drive the agenda, select subjects and serve as speakers at briefings. Networking briefings are free of charge to Compliance Alliance members.
- **Conferences and Training:** Periodic conferences and seminars that provide in-depth training across a broad range of export regulatory compliance and operational issues. Speakers include exporters, law firms, consulting firms and reps from government export regulatory authorities. Compliance Alliance members receive special discounts at conferences and training programs.
- **Online Member Directory:** Member-only directory access to connect with exporters, service providers and government agencies that are members of the Compliance Alliance.
- **Online Resources and Databank:** Member-only access to an online export compliance resource library and databank that includes content provided by members, including sample compliance programs and agreements, materials from seminars and more.
- **Online Job Board:** Members can access and post job listings for local positions related to international regulatory compliance, export/import operations and other positions related to global trade.

We hope that you will join us for this exciting initiative! For further information, contact the Massachusetts Export Center at 617-973-8664 or visit our website at www.mass.gov/export.

Special thanks to our Founding Sponsor



Spring 2010 Networking Briefings

Deemed Export Compliance

Firms are increasingly concerned about Deemed Exports, a special provision of U.S. export regulations that treats the transfer of technology or technical data to foreign nationals – even within U.S. borders – as an export transaction for export control purposes. The nature of Deemed Exports means that compliance pervades every aspect of a company, ranging from HR to engineering to security and beyond. Government authorities have stepped up enforcement of Deemed Exports and exporters of controlled technology need to make Deemed Exports the centerpiece of their compliance program. Join us to hear directly from exporters as they share tips and best practices for Deemed Export compliance as it relates to all aspects of a company's operations.



- Larry Disenhof, Group Director, Export Compliance and Government Relations — Cadence Design Systems
- Dennis Farrell, Global Export Compliance Manager — Analog Devices

Date: Friday, April 23, 2010

Time: Registration 8:30 a.m.; Program and Networking 9:00 - 11:00 a.m.

Location: Teradyne, Inc., North Reading

Cost: No charge for Compliance Alliance members; \$50 for non-members includes continental breakfast and seminar materials

Antiboycott Compliance

Awareness of and compliance with U.S. antiboycott regulations is important for all exporters – not just for those doing business in the Middle East. Moreover, antiboycott incidents are increasingly common and can be very subtle or easily overlooked. This session will review the different ways an antiboycott incident can find its way into an export transaction and provide guidance on how the exporter should handle antiboycott requests. The program will also review the grey areas that may or may not constitute an antiboycott violation and provide tips for handling these situations while staying on the right side of the law. The session will also include exporter best practices for antiboycott compliance.



- Natascha Finnerty, Principal — DL Exports
- Barb Secor, Director Global Trade Compliance — Thermo Fisher Scientific
- Carla Winfield, VP and Senior Global Advisor — Silicon Valley Bank

Date: Wednesday, June 2, 2010

Time: Registration 8:30 a.m.; Program and Networking 9:00 - 11:00 a.m.

Location: Silicon Valley Bank, Newton

Cost: No charge for Compliance Alliance members; \$50 for non-members includes continental breakfast and seminar materials

Driving Directions

Additional directions and maps available at www.mass.gov/export/directions.htm

Advanced Technology & Manufacturing Center (ATMC)

151 Martine Street, Fall River • 508-910-9800

From Boston and points North: Take Route 24 South to Route 195 West/Route 24 South. Continue on Route 24 South (Exit 8A) towards Tiverton RI/Newport RI. Take Brayton Avenue/Eastern Avenue (Exit 2). Keep right at the fork in the ramp. Merge onto Eastern Avenue/Brayton Avenue. Turn right onto Route 6/Martine Street. The ATMC is one-fourth mile on right in the South Coast Research and Technology Park. *From points South:* Take Route 24 North towards Route I-195 / Fall River/ Providence. Take the Eastern Avenue exit towards East Fall River/Westport (Exit 2). Continue on Eastern Avenue and merge onto Brayton Avenue. Turn right onto Route 6/Martine Street. The ATMC is one fourth mile on the right in the South Coast Research and Technology Park. *From points West:* Take Route 195 East to Exit 9 (Sanford Road). Take a right onto Sanford Road and a right onto Route 6. The ATMC is about one mile ahead on the left.

Holland + Knight LLP

10 Saint James Avenue, 11th Floor, Boston • 617-523-2700

From the West: Take the Masspike (I-90) East to the Prudential Center/Copley Square exit. Stay right at the fork in the ramp, following signs to Copley Square. Merge straight onto Stuart Street. Follow Stuart Street for 2 blocks and take a left onto Berkeley Street. Take the next right onto St. James Avenue. About 2/3 of the way down block turn right into the parking garage underneath the 10 St. James Avenue building. *From the South:* Take Route I-93 North to Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right onto Charles Street (approximately 1/3 mile). Stay in the left lane. Take an immediate left onto Park Plaza, which becomes St. James Avenue. Continue straight, and you will pass the Park Plaza Hotel on your left. Immediately after crossing Arlington Street, turn left into the Parking Garage for 10 St. James Avenue. *From the North:* Follow I-93 South to Exit 26A for Storrow Drive. Follow the Leverett Connector, merging onto Storrow Drive at the bottom of the ramp. Follow Storrow Drive and take the second left exit which is for Copley Square. At the traffic light, turn left onto Beacon Street, and then take an immediate right onto Arlington Street. Follow Arlington Street past the Public Garden (on left) through two sets of lights. Take a right at the third set of lights onto St. James Avenue. Turn left into parking garage underneath 10 St. James building. *Public Transportation:* Take the Green Line to the Arlington Street station. Follow Arlington Street south (going away from the Public Garden). After about a block, take a right onto St. James Avenue and the door will be on the left.

Marriott Hotel

1000 Marriott Drive, Quincy • 617-472-1000

From the North: Take Route I-93 South to Route 3 South (Cape Cod). On Route 3, take first exit, Exit 18/19 (Braintree/Quincy) and bear left off ramp toward MBTA Station/Quincy. Follow to traffic light and turn left onto Center Street. Take immediate left into Crown Colony Park. Hotel is 1/4 mile on left. *From Masspike (Route I-90):* Take Route I-95 South to Route I-93 North to Exit 7, then follow directions from the north. *From the South:* Follow Route I-95 or Route 24 North to Route I-93 North to Exit 7 towards Boston. At highway split of Route I-93/Boston and Route 3 Cape Cod, bear right toward Route 3 South (Braintree/Cape Cod). Take first exit, Exit 18/19, and bear left on exit ramp toward Quincy Center/MBTA Station signs. Stay in far left lane and take left at traffic light at intersection of Burgin Parkway/Center Street. On Center Street, take first left into Crown Colony Park. Drive straight on Crown Colony Drive and take left onto Marriott Drive. Follow signs up hill to Marriott Hotel. *From the South Shore and Cape:* Follow Route 3 North to Exit 19, getting into the left lane and following signs for Quincy Center/Burgin Parkway on the ramp. At the traffic light at the bottom of the ramp, take a left onto Centre Street, staying in left lane. At the next light, take a left into Crown Colony Park. Drive straight on Crown Colony Drive and take a left onto Marriott Drive. Follow signs up hill to Marriott Hotel.

Pioneer Valley Planning Commission

60 Congress Street, Springfield • 413-781-6045

From Route I-91 South: Take ramp for Route I-291 and depart at the Chestnut Street exit. Take the first left onto Congress Street. Cross over Dwight Street and the PVPC is on the right. *From Route I-91 North:* Take ramp for Route I-291 and take Dwight Street ramp (first exit). Take a right onto

Dwight Street and then the first right onto Congress Street. The PVPC is in second building on the right. *From Route I-291 West:* Take Dwight Street ramp. Then take a left onto Dwight Street and first right onto Congress Street. The PVPC is in the second building on the right. *From Route I-291 East:* Take Dwight Street ramp (first exit). Take right onto Dwight Street and then take first right onto Congress Street. PVPC is in second building on the right.

Silicon Valley Bank

One Newton Executive Park, 2221 Washington Street, Suite 200, Newton • 617-630-4100

From the North: Take Route 128/I-95 South to Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the West:* Take the MassPike (I-90) East towards Boston. Exit at Route 128/I-95 South towards Cape Cod. Take Exit 21B (Route 16). The long exit ramp brings you to Route 16/Washington Street. Turn right onto Washington Street and then take immediate right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right. *From the South:* Take Route 128/I-95 North to Exit 21 (Route 16, Newton/Wellesley). Turn left onto Washington Street (Route 16 West). Go over the highway and through the traffic light. Take a right at Executive Park Drive into the Newton Executive Park. Building One is immediately on your right.

State Transportation Building

10 Park Plaza, 2nd Floor Conference Center, Boston • 617-973-8664

From the South: Take Route I-93 North to Exit 20, following signs to South Station. At the end of the ramp, take a left onto Kneeland Street, following signs to Chinatown. Go straight on Kneeland Street (which becomes Stuart Street after a few blocks) until all traffic must turn right (approximately one-third of a mile.) The State Transportation Building will be on your right at this point. After a right turn, the entrance to the garage is on the right side. Other garages nearby: Motor Mart Garage, the Radisson Hotel garage and the Boston Common Garage. *From the North:* Take Route I-93 South to the Leverett Connector to Exit 26 (Storrow Drive exit, immediately before the Lower Deck). Follow all the way into Boston (by the TD Garden), and get onto Storrow Drive West. Pass the Government Center exit on the left, and take the 2nd exit (Copley Square), which will also be on the left side. Get in the left lane, and at the lights, take a left onto Beacon Street. Take an immediate right onto Arlington Street. Follow Arlington past the Public Garden. Proceed on Arlington, crossing Boylston and St. James Streets. After passing the Boston Park Plaza Hotel on the left, take a left onto Stuart Street. The Motor Mart garage will be on the left and the Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets. *From the West:* Take the Mass Pike East to the Copley Square exit (which will bring you to a set of lights at the intersection of Dartmouth and Stuart streets). Go straight on Stuart Street for several blocks. After crossing the intersection of Arlington Street, continue straight for another block. The Motor Mart garage will be on the left; Radisson garage will be on the right. The State Transportation Building is located at the intersection of Stuart and Charles Streets. *Public Transportation:* Take the Green Line to Boylston Station. When you exit the station, you will be near the corner of Boylston Street and Tremont Street. Go right on Boylston Street and walk a half block to Boylston Place Pedestrian Alley on your left. The State Transportation Building is at the end of the alley.

TD Bank

17 New England Executive Park, Second Floor Boardroom, Burlington • 781-229-4911

From I-95 North: At Exit 32A-32B, take ramp to Middlesex Turnpike. Drive approximately 1.5 miles and make a sharp right onto Lexington Street. Drive approximately 0.3 miles and continue straight on Mall Road. Take a right onto New England Executive Park. *From I-95 South:* Take Exit 33B toward the Burlington Mall Road. Drive 1.3 miles and make a sharp left onto New England Executive Park.

Teradyne, Inc.

600 Riverpark Drive, North Reading • 978-370-2700

From the South: Take Route 93 North to Exit 39/Concord Street. Take first right onto Riverpark Drive. *From the North:* Take Route 93 South to Exit 39/Concord Street. Take right off exit and first right onto Riverpark Drive.

Partners and Cosponsors



The **Massachusetts Export Center** (www.mass.gov/export), part of the Massachusetts Small Business Development Center Network, recognizes the need to make export services easily accessible to companies of all sizes, and it serves as the state's one-stop resource for export assistance. The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process.

Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs. Massachusetts companies can learn more about the Massachusetts Export Center by visiting our website or by calling 617-973-8664.



The **Massachusetts Small Business Development Center Network** (www.msbd.org), through the **Massachusetts Export Center**, offers small to medium sized Massachusetts companies business advice on assessing export opportunities, market research analysis and educational programs through the *Partners for Trade* executive seminar series. Assistance includes counseling on the elements of an

international business plan, assisting in the development of an international marketing strategy, providing market research reports and trade leads, publishing various export guides and organizing a variety of export training programs. International trade advising services are available statewide with counselors housed in Boston, Holyoke, New Bedford and Worcester.



The **Massachusetts Department of Business Development** works with the business community to help create, retain and attract jobs throughout the Commonwealth by offering programs that stimulate economic growth and development. The office is committed to working directly with the business community to make Massachusetts an even better place to do business.

MassDevelopment provides financial tools and real estate expertise to stimulate economic growth across the state of Massachusetts by providing real estate development and financial services through its four core lines of business: Real Estate Development, Investment Banking, Economic Development Lending and Community Development. The agency's lines of business are designed to support a project at any stage — from concept to development.

The **Massachusetts Office of International Trade & Investment** carries out the following international economic activities: attracting foreign companies to invest in Massachusetts; handling foreign protocol; and focused export promotion through international trade show participation.

The **U.S. Export Assistance Center** offers a full range of federal export programs and services under one roof, including counseling, market research, trade contact facilitation, international trade promotion events, and trade finance through the Export Working Capital Loan Guarantee Program. The U.S. Export Assistance Center combines the export marketing resources of the **U.S. Department of Commerce** and the export finance resources of the U.S. Small Business Administration.

The **U.S. Small Business Administration** is dedicated to providing quality, customer-oriented, full-service programs and accurate, timely information to the entrepreneurial community. SBA offers a number of export information assistance programs such as counseling, marketing research, publications and workshops. SBA also offers financial assistance through the regular business loan and the Export Working Capital Program.

MSBDC Network

Your Success is Our Business!

The **Massachusetts Small Business Development Center (MSBDC) Network** provides free, high quality, one-to-one management and technical business advice and educational programs at a reasonable cost to potential and existing small business entrepreneurs throughout the Commonwealth.

The MSBDC is a partnership of the U.S. Small Business Administration, the Massachusetts Department of Business Development, and a consortium of higher educational institutions led by the University of Massachusetts Amherst, Isenberg School of Management, and including Clark University, Salem State College, the University of Massachusetts Boston and the University of Massachusetts Dartmouth.

State Office 413-545-6301

Business Advising Centers

- Berkshire Regional Office 413-499-0933
- Boston Regional Office & Minority Business Center 617-287-7750
- Central Regional Office 508-793-7615
- Massachusetts Export Center
 - Boston Office / Headquarters 617-973-8664
 - Holyoke Office 413-552-2316
 - New Bedford Office 508-999-1388
 - Worcester Office 508-929-8844
- Northeast Regional Office 978-542-6343
- Procurement Technical Assistance Center 413-545-6303
- Southeast Regional Office 508-673-9783
- Western Regional Office 413-737-6712

Visit our website at www.msbdc.org



Special thanks to the Holyoke Community College, New Bedford Area Chamber of Commerce and Worcester State College for hosting the Massachusetts Export Center's regional offices.



Registration Form

Please complete a separate registration form for each attendee. Payment must accompany registration form. We accept cash and personal and company checks. We do not accept purchase orders, nor do we invoice participants. Confirmations will not be sent.

Please make checks payable to the University of Massachusetts

S P R I N G 2 0 1 0

CA = Compliance Alliance

- ☐ Antiboycott Compliance (\$50 / no charge CA members)
- ☐ Certified Global Business Professional Series (\$450 entire three-part series)
~or individual sessions~
 - ☐ International Sales, Marketing and Global Business Management (\$175)
 - ☐ Global Supply Chain and Logistics Management (\$175)
 - ☐ Global Trade Finance and Banking & Exam Review (\$175)
 - ☐ CGBP Exam Study Group (no charge)
- ☐ Deemed Export Compliance (\$50 / no charge CA members)
- ☐ Essentials of Export Controls: Lessons Learned... (\$55 / \$40 CA members)
- ☐ Export Classification and Shipping Under FTAs (\$95 / \$75 CA members)
- ☐ Export Documentation and Valuation (\$50)
- ☐ Export Finance Roundtable (no charge)
- ☐ Export Licensing Under ITAR (\$75 / \$50 CA members)

○ Mr. ○ Ms. Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-Mail _____ Web Address _____

Product/Service _____

Which best describes your company? ☐ Manufacturing ☐ Service ☐ Retail ☐ Wholesale ☐ Distribution

Are you exporting? ☐ Yes ☐ No Are you importing? ☐ Yes ☐ No

Countries of interest: _____

Cancellation/Refund Information: Cancellations received 48 hours prior to the seminar will be entitled to a refund. No refund will be given on notifications received after that time or in any no-show situation. The MSBDC reserves the right to cancel or reschedule a seminar due to insufficient enrollment. Registration fees will be returned or credited towards a future program. **Walk-Ins:** There will be a \$15 walk-in fee (in addition to the registration fee) for all attendees who have not registered by noon the day prior to the seminar. **Payment:** We accept cash and company and personal checks. Sorry, we do not accept purchase orders, nor do we invoice participants. Payment is due in full prior to the seminar. We cannot guarantee your place in a class without full payment in advance. **Series Pricing:** To qualify for series pricing, all sessions must be paid prior to the first class; otherwise the higher individual prices prevail.

The MSBDC is partially funded by the U.S. Small Business Administration and the Massachusetts Department of Business Development under cooperative agreement 0-603001-Z-0022-30 through the University of Massachusetts Amherst. SBDs are a program supported by the U.S. Small Business Administration and extended to the public on a nondiscriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Massachusetts Export Center: State Transportation Building, 10 Park Plaza, Suite 4510, Boston, MA 02116; telephone 617-973-8664.

Please mail registration and a check payable to the University of Massachusetts to: Catherine Cornwell, MSBDC Network, 227 Isenberg School of Management, University of Massachusetts, 121 Presidents Drive, Amherst, MA 01003-9310



The Massachusetts Export Center offers a range of targeted, customized services to Massachusetts businesses at any stage in the export process.

- Export Counseling and Technical Assistance
- International Market Research and Assessment
- International Business Development Assistance
- Export Regulatory Compliance Assistance
- Compliance Alliance
- Export Training Programs
- Export Publications

**For further information, visit our website at
www.mass.gov/export**

University of Massachusetts
MSBDC Network
121 Presidents Drive
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Recognizing the need to make export services easily accessible to companies of all sizes, the **Massachusetts Export Center** serves as the state's complete resource for export assistance.

The Massachusetts Export Center offers a wide range of targeted, customized services to Massachusetts businesses at any stage in the export process. Whether you are a small business just thinking about exporting or an experienced exporter, the Massachusetts Export Center stands ready to help with services suited to your needs.

For further information, visit our website at www.mass.gov/export.

Attn: International Sales and Marketing